

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER [BCA] NOVEMBER - DECEMBER 2017

Paper Code: BCA-305

Subject: E-Commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q. no.1 which is compulsory.
Select one question from each unit.

- Q1 Write short notes on **any ten** of the following:- (2.5x10=25)
- (a) E-Business
 - (b) Notifications in EDI
 - (c) Digital wallet
 - (d) Push, Pull Model of Supply Chain
 - (e) Trade cycle
 - (f) SEO
 - (g) SET Protocol
 - (h) Vertical and horizontal portals
 - (i) Security in E-commerce
 - (j) UN-EDIF ACT standard
 - (k) Intellectual property protection

UNIT-I

- Q2 (a) What do we understand by the term E-commerce? State the reasons for shifting from traditional commerce to e-commerce. (6.5)
(b) What do we understand by the term Electronic Data Interchange? Give its layered architecture. (6)
- Q3 Explain various types of E-commerce with examples. (12.5)

UNIT-II

- Q4 (a) What are the various modes of electronic payments? (6)
(b) Distinguish between Symmetric and Asymmetric cryptography. (6.5)
- Q5 (a) How Intranets are different from Extranets. Explain with the help of suitable examples. (6.5)
(b) Write short note on Digital Signatures. (6)

UNIT-III

- Q6 (a) Compare the supply chain management of tourism company selling tourism packages with the e-commerce company selling online packages. (6.5)
(b) Discuss the various call centre operations. (6)
- Q7 (a) Briefly explain Porter's Value chain Model. (6.5)
(b) How customer relationship can be managed for e-commerce websites?(6)

UNIT-IV

- Q8 (a) Discuss the various legal issues existing in e-commerce. (6.5)
(b) Discuss the 128 bit IP addressing issue. (6)
- Q9 (a) What do we understand by the term Cyber Crime? Explain with the help of examples. (6)
(b) How E-commerce is helping in achieving customer satisfaction. Explain by taking example of Airline reservation system. (6.5)